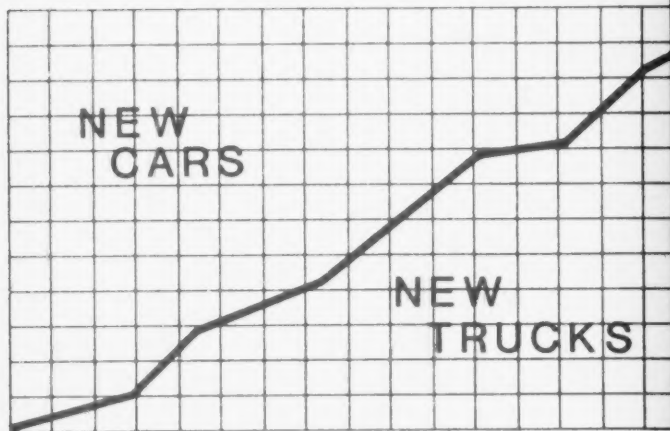


JANUARY
1990

C7715-3 A

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

P POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	21,178	24,001	88.25	1.96	2.61
LEAPIN	4,782	6,815	70.17	.77	.90
NEW YORKER	9,120	10,429	87.50	.81	1.19
5TH AVE	1,223	1,618	75.34	.22	.21
IMPERIAL	764	-	-	.12	-
DODGE	28,117	31,832	88.36	4.22	4.48
DAYTONA	2,859	3,765	75.93	.46	.47
SHADOW	5,247	6,998	75.00	.65	.79
SPIRIT	6,189	7,082	87.26	1.10	1.26
DYNASTY	7,822	9,028	86.64	1.21	1.19
ARJIS	551	5,632	9.78	.09	.15
PLYMOUTH	18,617	20,218	92.09	3.04	2.68
HORIZON	1,682	1,711	98.31	.27	.42
SUNDANCE	4,350	4,310	100.93	.65	.65
ACCLAIM	7,808	7,041	110.89	1.26	.97
RELIENT	6,111	5,247	116.47	.91	.69
LASER	3,178	87	-	.51	.01
EAGLE	4,210	5,356	78.72	.69	.71
PREMIER	1,129	2,987	37.80	.21	.40
TALON	2,040	-	-	.33	-
CHRYSLER CORP	8,742	7,826	111.82	0.91	1.04
FORD	31,728	32,749	96.92	14.48	16.53
ESCORT	19,070	10,134	188.28	3.08	3.39
PROBE	1,109	2,247	49.31	.25	1.22
MUSTANG	7,418	14,178	52.32	1.20	1.90
TEMPO	17,632	20,874	84.48	2.85	3.03
TAURUS	2,845	2,7810	102.30	4.51	3.66
CROWN VICTORIA	813	813	100.00	0.12	0.08
THUNDERBIRD	599	929	64.47	.35	1.23
LINCOLN	16,133	16,312	98.78	2.51	2.16
MERCURY	2,952	3,462	85.27	4.84	4.59
TOPAZ	671	784	85.71	1.09	1.04
SABLE	746	859	86.85	1.21	1.44
SABLE	5507	5,670	97.13	.69	.68
COLGAR	844	797	105.89	1.15	1.06
GRAND MARQUIS	46,228	52,931	87.40	1.47	1.51
LINC/MERC DIV	14,355	8,073	177.82	22.93	21.44
FORD MOTOR CO.	31,004	40,445	76.66	5.99	5.33
BUICK	5,937	5,713	103.93	1.57	1.49
SKYLARK	919	1,131	81.24	.53	.60
CENTURY	4,017	4,582	87.45	.66	.63
REGAL	1,020	940	108.51	1.71	1.25
LESABRE	1,921	1,922	100.00	.21	.20
RIVIERA	227	457	49.67	.04	.06
REATA	16,956	22,060	76.81	2.74	2.92
CADILLAC	208	188	110.64	.03	.02
ALLANTE	149	239	62.34	.23	.31
ELDORADO	163	214	75.65	.25	.26
SEVILLE	9507	9551	99.54	15.18	13.20
CHEVROLET	8,751	1,139	505.22	1.11	.03
PRIZM	1,819	1,624	112.07	.30	.24
CELEBRITY	1,729	-	-	.27	-
LUMINA	1,129	1,205	93.69	1.62	1.59
CORSAIC	695	1,145	60.70	1.12	1.52
BERETTA	2,528	2,450	103.19	4.11	3.27
CAVALIER	4,058	7,996	50.75	.66	1.06
CAMARO	1,135	1,165	97.42	.18	.19
CORVETTE	346	746	46.38	.09	.14
OLDSMOBILE	3,354	7,311	45.87	.67	.87
CALAIS	854	1,625	52.55	1.37	2.01
CUTLASS Ciera	840	852	98.71	1.37	1.13
CUTLASS	876	655	133.74	.14	.09
TORONADO	4,409	5,405	81.54	1.13	1.16
PONTIAC	8,715	5,981	145.71	1.41	.79
SUNBIRD	1,656	1,655	99.52	2.53	2.19
GRAND AM	4,105	6,181	66.41	.66	.82
6000	5141	6,871	74.82	.83	.91
BONNEVILLE	2,401	1,475	63.09	.59	.46
FIREBIRD	694	872	79.58	1.11	1.16
GRAND PRIX	2,274	2,628	86.53	35.82	31.75
GEN. MTRS. CORP	6	5	120.00	-	-
MITS. DOMESTIC	18,762	23,064	81.35	30.32	30.61
OTHER IMPORT	76,910	76,931	100.00	-	-
U.S. TOTAL	618,710	618,961	100.00	-	-

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UNITED STATES SUMMARY
JANUARY 1990 ISSUED 04/90

R. 1-90

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT METRO	4887	.75	5408	.45
CHEVROLET SPENTIM STORM	5112	.92	4518	.60
CHRYSLER CONQUEST	39	.02	528	.07
DODGE COLT GLIDE	3187	.19	2421	.32
DODGE COLT VISTA SW	245	.04	644	.09
EAGLE METALLION	40	.01	748	.10
EAGLE SUMMIT	876	.14	1620	.21
FORD FESTIVA	5004	.82	6205	.82
GM LOTUS	9	.00	16	.00
L-M XE4	49	.01	732	.04
L-M SCORPIO	84	.01	1600	.21
MERCURY CAPRI				
MERCURY TRADER	1804	.29	1876	.47
PLYMOUTH COLT GLIDE	1212	.20	2087	.30
PLYMOUTH COLT VISTA SW	240	.04	491	.06
PONTIAC LEMAN	1764	.29	5768	.71
OTHERS	282	.04	14	.00
TOTAL DOMESTIC SPONSORED IMPORTS	22952	3.70	23864	4.49
OTHER IMPORTS				
ACURA	7514	1.21	10149	1.34
AUDI	1239	.20	1379	.18
BMW	3485	.56	6126	.81
HONDA	4788	7.76	4814	6.41
HYUNDAI	8814	14.2	18642	2.20
INFINITI	822	.13		
ISUZU	374	.06	1416	.19
LEXUS	2534	.41		
MAZDA	14581	23.36	16569	2.19
MERCEDES BENZ	1909	.31	5888	.75
MITSUBISHI	3783	6.10	5076	.67
NISSAN	21852	34.84	35377	4.69
SAAB	1678	.27	2695	.34
SUBARU	6733	1.08	10578	1.40
TOYOTA	41653	67.06	49853	6.60
VOLKSWAGEN	6316	1.02	8759	1.17
VOLVO	6640	1.07	8451	1.12
OTHERS	4011	.65	6040	.80
TOTAL OTHER IMPORTS	187621	30.31	231064	30.87
GRAND TOTAL ALL IMPORT CARS	200573	34.01	254928	35.36

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (6-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	1334	.57	2655	.69
DODGE RAIDER	382	.11	700	.18
CHEVROLET GEO TRACKER	1999	.95	790	.21
OTHER IMPORTS				
ISUZU	7562	2.10	7441	1.95
MAZDA	6773	1.88	8490	2.23
MITSUBISHI	3221	.89	3311	.87
NISSAN	7812	2.11	13663	3.59
SUZUKI	1266	.35	2743	.72
TOYOTA	15337	4.25	19016	4.99
VOLKSWAGEN	267	.07	323	.08
OTHERS	529	.15	428	.11
TOTAL OTHER IMPORT TRUCKS	42767	11.86	55415	14.55
GRAND TOTAL ALL IMPORT TRUCKS	46482	12.89	59540	15.83

UNITED STATES SUMMARY

*COMPILED FROM OFFICIAL STATE RECORDS BY THE
STATISTICAL SERVICES DIVISION OF R. L. POLK & CO.
SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE
RE-SALE, REPUBLISHING OR SHARING PROHIBITED *

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

JANUARY 1990 ISSUED 04/90

R. L. POLK & CO.

R.1-90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE	1980	1981	1982	1983	1984	1985
	1979	1980	1981	1982	1983	1984	1985
CHRYSLER	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
LEBARK	47,800	47,800	47,800	47,800	47,800	47,800	47,800
NEW YORKER	47,800	47,800	47,800	47,800	47,800	47,800	47,800
15th AVE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
IMPERIAL	47,800	47,800	47,800	47,800	47,800	47,800	47,800
DODGE	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
DAYTONA	47,800	47,800	47,800	47,800	47,800	47,800	47,800
SHADOW	47,800	47,800	47,800	47,800	47,800	47,800	47,800
SPIRIT	47,800	47,800	47,800	47,800	47,800	47,800	47,800
DYNASTY	47,800	47,800	47,800	47,800	47,800	47,800	47,800
ARIES	47,800	47,800	47,800	47,800	47,800	47,800	47,800
PLYMOUTH	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
HORIZON	47,800	47,800	47,800	47,800	47,800	47,800	47,800
SUNDANCE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
ACCLAIM	47,800	47,800	47,800	47,800	47,800	47,800	47,800
RELIANT	47,800	47,800	47,800	47,800	47,800	47,800	47,800
LASES	47,800	47,800	47,800	47,800	47,800	47,800	47,800
EAGLE	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
PREMIER	47,800	47,800	47,800	47,800	47,800	47,800	47,800
TAHOE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CHRYSLER CORP.	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
FORD	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
ESCORT	47,800	47,800	47,800	47,800	47,800	47,800	47,800
PROBE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
MUSTANG	47,800	47,800	47,800	47,800	47,800	47,800	47,800
TEMPO	47,800	47,800	47,800	47,800	47,800	47,800	47,800
TAURUS	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CROWN VICTORIA	47,800	47,800	47,800	47,800	47,800	47,800	47,800
THUNDERBOLT	47,800	47,800	47,800	47,800	47,800	47,800	47,800
LINCOLN	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
MERCURY	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
TOPAZ	47,800	47,800	47,800	47,800	47,800	47,800	47,800
SABLE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
COUGAR	47,800	47,800	47,800	47,800	47,800	47,800	47,800
GRAND MARQUIS	47,800	47,800	47,800	47,800	47,800	47,800	47,800
LINC/MERC DIV.	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
FORD MOTOR CO.	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
BUICK	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
SKYLARK	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CENTURY	47,800	47,800	47,800	47,800	47,800	47,800	47,800
REGAL	47,800	47,800	47,800	47,800	47,800	47,800	47,800
LESAPE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
NIVIERA	47,800	47,800	47,800	47,800	47,800	47,800	47,800
REATA	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CADILLAC	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
ALLANTE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
ELDORADO	47,800	47,800	47,800	47,800	47,800	47,800	47,800
SEVILLE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CHEVROLET	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
PRIZM	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CELEBRITY	47,800	47,800	47,800	47,800	47,800	47,800	47,800
LUMINA	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CORICA	47,800	47,800	47,800	47,800	47,800	47,800	47,800
BERETTA	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CAVALIER	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CAMARO	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CORVETTE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
OLDSMOBILE	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
CALAIS	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CUTLASS Ciera	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CUTLASS	47,800	47,800	47,800	47,800	47,800	47,800	47,800
TORONADO	47,800	47,800	47,800	47,800	47,800	47,800	47,800
PONTIAC	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
SUNBIRD	47,800	47,800	47,800	47,800	47,800	47,800	47,800
GRAND AM	47,800	47,800	47,800	47,800	47,800	47,800	47,800
6000	47,800	47,800	47,800	47,800	47,800	47,800	47,800
BONNEVILLE	47,800	47,800	47,800	47,800	47,800	47,800	47,800
FIREBIRD	47,800	47,800	47,800	47,800	47,800	47,800	47,800
GRAND PRIX	47,800	47,800	47,800	47,800	47,800	47,800	47,800
GEN. MTRS. CORP.	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372
MISK HOMECRYC	47,800	47,800	47,800	47,800	47,800	47,800	47,800
CORRE IMPORA	47,800	47,800	47,800	47,800	47,800	47,800	47,800
U.S. TOTAL	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372	2,134,372

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKE	JAN		YEAR TO DATE		N 190		N 190	
	1990	1991	1990	1991	VS 89	VS 89	1990	1991
CHEVROLET	51,127	24,221	51,127	54,654	94.30	25.24	25.17	
CHRYSLER	3,000	1,000	3,000	1,000	100.00	100.00	100.00	
DODGE	46,250	10,800	46,250	42,140	109.25	12.85	11.12	
FORD	11,150	27,100	11,150	10,710	91.70	47.82	26.60	
FREIGHTLINER	800	100	800	700	100.00	100.00	100.00	
G.M.C.	250,000	6,200	250,000	251,700	94.87	6.99	6.98	
HINO	80	100	80	100	100.00	100.00	100.00	
ISUZU	80,000	1,000	80,000	79,000	100.00	2.22	2.08	
IVECO	80	100	80	70	100.00	100.00	100.00	
JEOP	1,000	1,000	1,000	900	100.00	100.00	100.00	
JOHN DEERE	100	100	100	100	100.00	100.00	100.00	
KENWORTH	100	100	100	100	100.00	100.00	100.00	
MACK/MIDLINER	100	100	100	100	100.00	100.00	100.00	
MERCEDES BENZ	100	100	100	100	100.00	100.00	100.00	
MITSUBISHI FUSO	100	100	100	100	100.00	100.00	100.00	
NAVISTAR	100	100	100	100	100.00	100.00	100.00	
OLDSMOBILE	100	100	100	100	100.00	100.00	100.00	
PETERBILT	100	100	100	100	100.00	100.00	100.00	
PLYMOUTH	100	100	100	100	100.00	100.00	100.00	
PONTIAC	100	100	100	100	100.00	100.00	100.00	
SCANIA	100	100	100	100	100.00	100.00	100.00	
UD	100	100	100	100	100.00	100.00	100.00	
VOLVO	100	100	100	100	100.00	100.00	100.00	
WESTERN STAR	100	100	100	100	100.00	100.00	100.00	
WHITE GMC	100	100	100	100	100.00	100.00	100.00	
OTHER IMPORTS	100	100	100	100	100.00	100.00	100.00	
MISC. DOMESTIC	100	100	100	100	100.00	100.00	100.00	
TOTAL	10,000	10,000	10,000	10,000	100.00	100.00	100.00	

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKE	GVW 1 1-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19	GVW 6 19-24	GVW 7 24-33	GVW 8 33 & OVER
CHEVROLET	52,410	16,149	985	119	7	666	523	17
CHRYSLER	100	100	100	100	100	100	100	100
DODGE	10,000	8,700	100	100	100	100	100	100
FORD	5,100	4,100	100	100	100	100	100	100
FREIGHTLINER	12,100	11,542	100	100	100	100	100	100
G.M.C.	12,100	11,542	100	100	100	100	100	100
HINO	15,600	100	100	100	100	100	100	100
ISUZU	15,600	100	100	100	100	100	100	100
IVECO	15,600	100	100	100	100	100	100	100
JEOP	15,600	100	100	100	100	100	100	100
JOHN DEERE	15,600	100	100	100	100	100	100	100
KENWORTH	15,600	100	100	100	100	100	100	100
MACK/MIDLINER	15,600	100	100	100	100	100	100	100
MERCEDES BENZ	15,600	100	100	100	100	100	100	100
MITSUBISHI FUSO	15,600	100	100	100	100	100	100	100
NAVISTAR	15,600	100	100	100	100	100	100	100
OLDSMOBILE	15,600	100	100	100	100	100	100	100
PETERBILT	15,600	100	100	100	100	100	100	100
PLYMOUTH	15,600	100	100	100	100	100	100	100
PONTIAC	15,600	100	100	100	100	100	100	100
SCANIA	15,600	100	100	100	100	100	100	100
UD	15,600	100	100	100	100	100	100	100
VOLVO	15,600	100	100	100	100	100	100	100
WESTERN STAR	15,600	100	100	100	100	100	100	100
WHITE GMC	15,600	100	100	100	100	100	100	100
OTHER IMPORTS	15,600	100	100	100	100	100	100	100
MISC. DOMESTIC	15,600	100	100	100	100	100	100	100
TOTAL	231,807	100,107	17,580	2,115	235	2,414	5,995	100,177
1989 TOTAL	245,719	105,610	22,600	2,466	520	3,420	6,445	122,867
1990 VS 89	97.57	91.33	77.75	85.81	47.58	70.58	93.02	82.01

REGISTRATIONS FOR THE STATE OF CALIFORNIA & THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

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- Demographics
- Geography

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